

- (c) if so, the details thereof; and
- (d) the response of Government thereto?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K. V. THOMAS): (a) No State Government/Union Territory (UT) Administration including NCT of Delhi has reported any incident of death due to starvation during 2012.

(b) Delhi Police has informed that no such data is systematically collated by them.

(c) Question does not arise in view of (a) and (b) above.

(d) The Government has been providing food grains at highly subsidized prices to the targeted population through State Governments/Union Territory Administrations under the Targeted Public Distribution System (TPDS) and Other Welfare Schemes (OWS) such as Mid-Day-Meal Scheme, Integrated Child Development Services (ICDS) Scheme, Rajiv Gandhi Scheme for Empowerment of Adolescent Girls, Annapurna, Emergency Feeding Programme, etc. In addition, the Government is also implementing several schemes/programmes through State Governments/UT Administrations like National Rural Health Mission (NRHM), Indira Gandhi Matritva Sahyog Yojana (IGMSY) and Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) for welfare of the poor.

Portrayal of women and children in TV channels

479. SHRI A. ELAVARASAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is a rise in the number of complaints about violent and offensive portrayal of women and children and also glorification of superstition by TV channels in the country;

(b) if so, the details thereof;

(c) whether the self-regulatory body for entertainment channels, the Broadcasting Content Complaints Council, has received complaints on this issue;

(d) if so, the details thereof;

(e) whether the Council has issued instructions/warnings to these channels

and advised them to adhere to the self-regulatory guidelines of Indian Broadcasting Foundation (IBF); and

(f) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) Stringent action is taken under provisions of Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder, whenever complaints about violent and offensive portrayal of women and children and glorification of superstition by TV Channels, is brought to the notice of this Ministry. Rule 6(1)(k) of the Programme Code provides that no programme should be carried in the cable service which denigrates women through the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals. Also Rule 7(2)(vi) provides that no advertisement shall be permitted which, in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes carried in his cable service, is tasteful and aesthetic, and is within the well established norms of good taste and decency. Action is taken against violations by TV channels under the aforementioned specific provisions. Ministry has also issued advisories to all TV channels regarding sensitive portrayal during reporting of Delhi gang rape incident. Recently this Ministry has asked the self-regulatory bodies i.e. IBF, NBA & ASCI to come out with a concrete media plan regarding positive portrayal of women in the programmes and advertisements carried by TV channels.

Regarding portrayal of children, action is taken under provisions of Programme Code. Rule 6(1)(l) provides that no programme should be carried in the cable service which denigrates children. Rule 6(4) lays down that care should be taken to ensure that programmes meant for children do not contain any bad language or explicit scene of violence. Also Rule 6(5) lays down that Programmes unsuitable for children must not be carried in the cable service at times when the largest numbers of children are viewing. National Commission for Protection of Child Rights (NCPCR) has issued various guidelines on matters relating to children

such as "Guidelines to regulate child participation in TV serials", "Media reporting on children" etc., which have also been circulated by this Ministry to all TV channels for compliance. In the last three years this Ministry has taken action in 62 cases against TV channels for carrying programmes and advertisements, which were obscene, vulgar and denigrated women and children.

Rule 6(1)(j) of the Programme Code provides that no programme should be carried in the cable service which encourages superstition or blind belief. Rule 7(5) of the Advertising Code provides that no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved. Action is taken by the Ministry under these provisions against violations by TV channels. In the last three years action has been taken in 6 cases for carrying programmes and advertisements promoting superstition and blind belief. Ministry has also issued advisories to TV channels to strictly adhere to the provisions of the Programme and Advertising Codes.

(c) to (f) Broadcasting Content Complaints Council (BCCC), self regulatory body for entertainment channels has informed that since its inception in July, 2011 they have received more than 115 complaints relating to portrayal of women, about 87 complaints relating to portrayal of children and more than 102 complaints relating to portrayal of superstition on television channels. Accordingly, they have issued an advisory on 24-01-2012 to all their member channels asking them to exercise due care while framing plotlines where violence against women are to be portrayed. If violence is to be portrayed, then it should be suggestive rather than being graphic. Channels should think carefully before telecasting shows in which women are portrayed as commodities, subjected to excessive violence and abuse on screen. The channels were also asked to be careful while using the power and reach of television and to use it for corrective rather than salacious purposes.

BCCC has also issued an advisory dated 19-07-2012 advising the member channels to strictly adhere to and comply with the 'guidelines to regulate child participation in TV serials, reality shows and advertisements 2010-2011' issued by National Commission for Protection of Child Rights (NCPCR). Two more advisories were issued by BCCC recently on 24-12-2012 regarding Health and Safety of children participating in TV shows and regarding Sexualisation of Children in TV Programmes.